



Freedom Principle Joins National Taxpayers Union and More Than 40 State and National Advocacy Groups in Joint Letter Calling for Modernization of Missouri's Tax Code

For Immediate Release

(Jefferson City, MO – January 6, 2026)

The Freedom Principle today announced its endorsement of a joint letter released by the National Taxpayers Union (NTU) and more than 40 other state and national advocacy groups urging the Missouri General Assembly to modernize the state's outdated tax code. The letter, dated January 5, 2026, expresses strong support for Governor Mike Kehoe's Missouri Promise initiative to responsibly phase out the state's individual income tax and replace the Depression-era system with a streamlined structure better suited to the modern economy.

Missouri's current tax system, rooted in 1931 legislation from the Great Depression era, no longer aligns with how residents live, work, and earn today. Key problems include applying the top tax rate to incomes as low as approximately \$9,000 annually and a convoluted sales tax framework with 216 exemptions, over 2,526 separate jurisdictions, and numerous industry-specific carveouts.

"The Freedom Principle is honored to join this expansive coalition led by the National Taxpayers Union in pushing for transformative tax reform that puts more money back in the pockets of hardworking Missourians, attracts businesses and families, and fuels economic prosperity," said Byron Keelin, President of the Freedom Principle. "We hope Governor Kehoe's committed approach to eliminating the income tax through responsible safeguards mirrors successful strategies across the nation and will help make Missouri a magnet for growth."

The joint letter underscores a growing bipartisan trend toward simpler and lower income taxes, with nine states already forgoing a broad-based individual income tax and over two dozen others enacting rate cuts or phase-outs in recent years. States advancing zero-income-tax policies have outperformed high-tax states in key metrics, including population growth, job creation, personal income, and gross state product.

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Supporting data from the past decade show that zero-income-tax states achieved an average population growth of 11.8%, net domestic migration gains of 6.4%, job growth of 15.9%, and personal income growth of 67.1%—far exceeding those of high-tax states.

The coalition advocates for comprehensive structural reforms that incorporate revenue triggers, spending controls, and base broadening to ensure fiscal responsibility and long-term sustainability.

By adding our voice to this influential joint effort, The Freedom Principle reinforces the urgency for Missouri lawmakers to pursue bold, broad-based modernization rather than incremental or special-interest adjustments.

[Read the letter from the National Taxpayers Union](#)

Freedom Principle is a membership-based 501(c)4 organization. Our effectiveness as a conservative grassroots organization stems from our comprehensive strategy, which combines policy advocacy, electoral influence, and grassroots mobilization. By maintaining a strong presence in local and state politics, holding elected officials accountable, and promoting a clear conservative agenda, we have positioned ourselves as a formidable force in Missouri's political landscape. For more information about Freedom Principle MO, visit our website at www.freedomprinciplemo.org.

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